

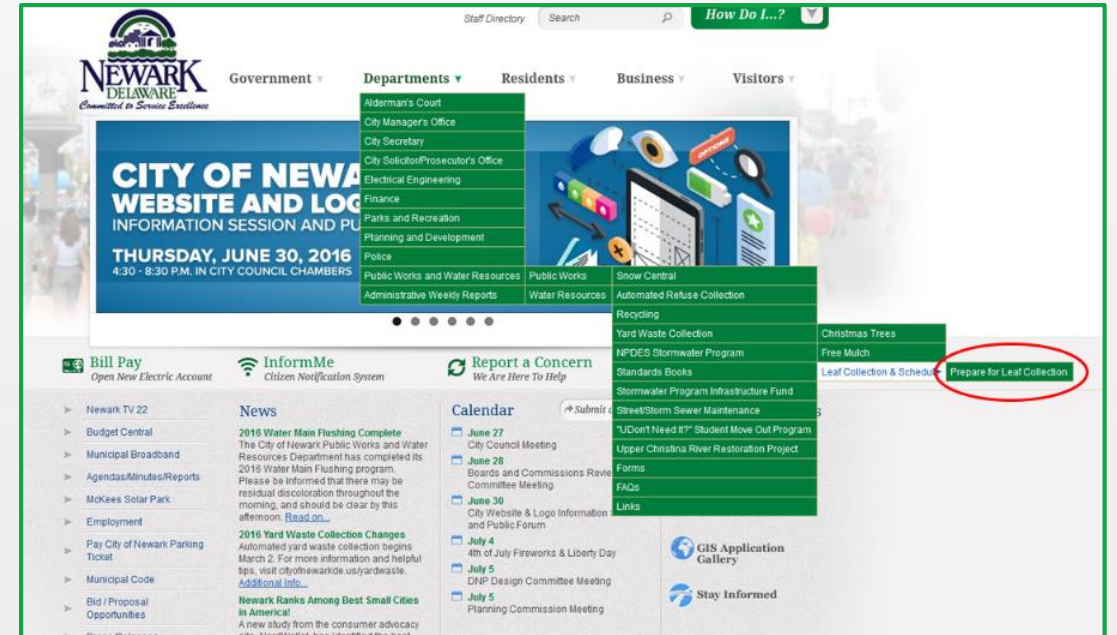


Website and Logo Discussion

Information Session and Public Forum

Outdated Website Features

- ▶ Menu is text-heavy and has too many levels
 - ▶ Some menu items have as many as 5 levels
 - ▶ Your mouse cursor can easily fall off
- ▶ Too difficult to find the information you are looking for
- ▶ Does not adapt to mobile devices



8:53 AM 88% 4G LTE

Newark

Volunteer
[Volunteer Opportunities](#)
[Eagle Scout Opportunities](#)

Rentals
[George Wilson Center](#)

Community Resources

- [awards and honors2.png](#)
- [Downtown Newark](#)
- [aetna_firecompany1.png](#)
- [Untitled-3.png](#)
- [Stay Informed Button 1.png](#)

Graphic Links

- [Pay Bills Online](#)
- [InformMe - Citizen Notification System](#)
- [Report a Concern - We Are Here to Help](#)
- [Community Voice - Share Your Ideas](#)


Navigation

- [Park & Recreation Finder Tool](#)
- [Parks and Recreation Activity Schedule](#)
- [Registration Forms](#)
- [Activity Information](#)
- [Youth and Adult Sports Leagues](#)
- [Geo. Wilson Center](#)
- [Skate Spots](#)
- [Employment](#)
- [Volunteer Opportunities](#)

VS

Home > Departments > Parks and Recreation

Parks and Recreation



Playground in Fairfield Park

Sign Up for Our Newsletter!


CITY OF NEWARK
PARK AND RECREATION MONTH
 July 2016

SUMMER 2016
 ACTIVITY SCHEDULE
 "Committed to Service Excellence"

NEWARK SUMMER CAMP GUIDE

NEWARK DELAWARE
 Committed to Service Excellence

Contact Us



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 Parks and Recreation Director

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 Newark, DE, 19711

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 Fx: (302) 366-7169
 E-mail

Hours
 Monday - Friday
 8:30 a.m. - 5 p.m.

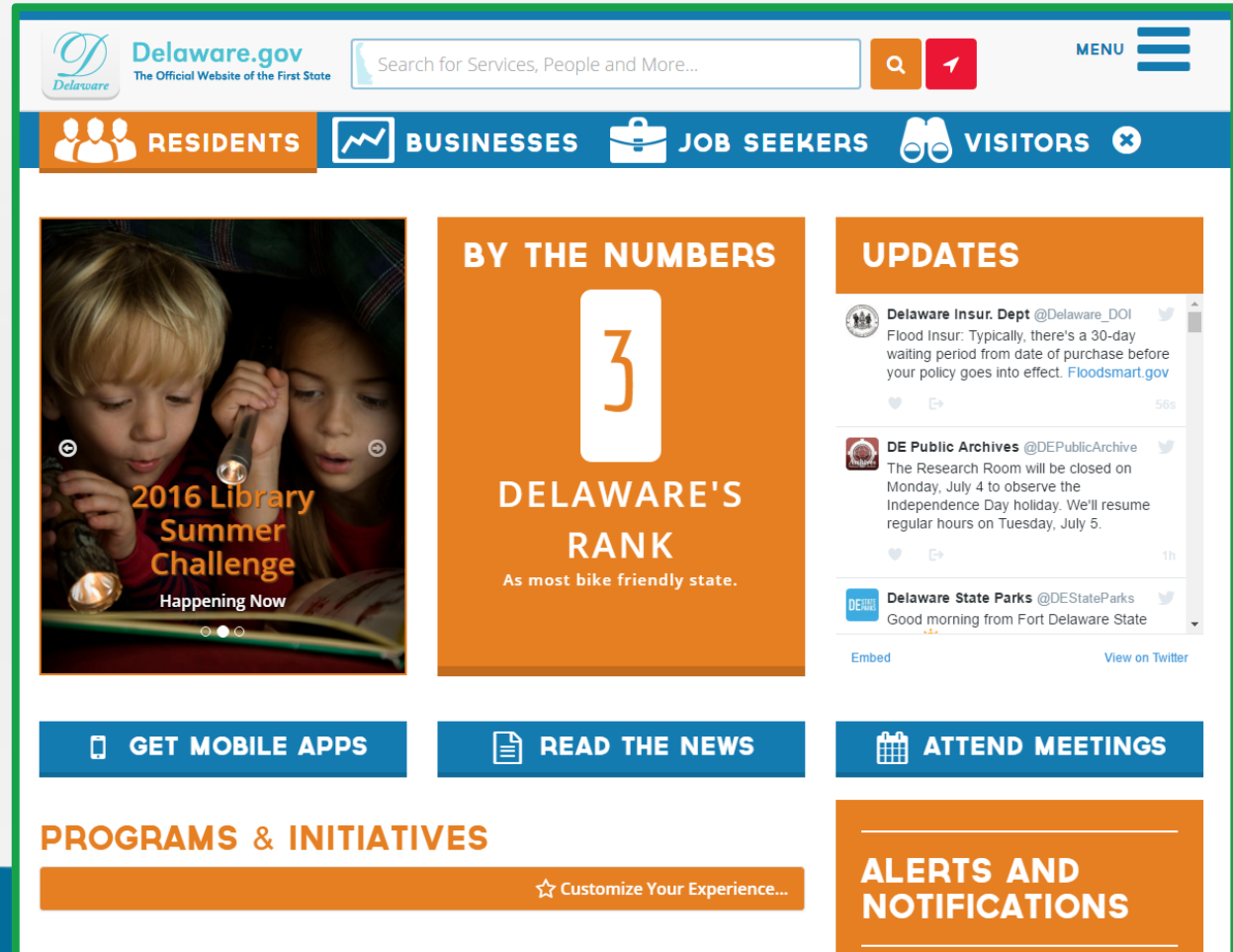
[Staff Directory](#)

Improvements to be Made With New Website

- ▶ Improved Website Navigation
 - ▶ Single level menus
 - ▶ Larger (so cursor does not fall off)
 - ▶ Make better use of our graphic buttons
- ▶ Responsive design for mobile devices
- ▶ Up to date information
- ▶ More recent news
- ▶ Better/Larger calendar



Effective Design Examples: Delaware.gov



Effective Design Examples: Springfield, MO

springfieldmo.gov

The screenshot shows the homepage of the City of Springfield website. At the top, there is a navigation menu with links for GOVERNMENT, SERVICES, BUSINESS & DEVELOPMENT, DISCOVER SPRINGFIELD, HOW DO I..., and EMPLOYEES. Below the navigation is the City of Springfield logo and a search bar. A large banner features a woman on the left and a man holding a child on the right, with a central graphic that says "Follow Us!" and icons for Facebook, Twitter, YouTube, and Instagram. Below the banner is a blue bar with four service links: "FIND A JOB" (View Available Openings), "REPORT A CONCERN" (How Can We Help?), "SHARE YOUR IDEAS" (We Want To Hear From You), and "NOTIFY ME" (Receive E-mail Updates). The main content area is titled "LATEST NEWS & VIDEO" and includes a "CITY COUNCIL" section with a video player.

The screenshot shows the "EVENTS" page on the City of Springfield website. At the top right, there is a note: "events are [live streamed](#). A video library is available at [cityview.springfieldmo.gov](#)". The "EVENTS" title is centered. Below it are two tabs: "EVENT CALENDAR" (selected) and "MEETING CALENDAR". The "EVENT CALENDAR" tab shows a calendar for "JUNE 2016". The calendar grid highlights the dates for the "2016 NATIONAL NIGHT OUT" event, which is also advertised with a logo and the text "MEET YOUR HEROES" and the website "www.nationalnightoutSGF.com". To the right of the calendar, there are event listings for other dates: "Sat Apr. 30 - Sun Oct. 16" (String Theory: Textiles from the Permanent Collection), "Sat Jun. 4 - Sun Aug. 28" (Watercolor USA 2016), "Thu Jun. 30" (Gift of Time Volunteer Appreciation Banquet), "Tue Aug. 2" (National Night Out), and "Fri Aug. 12 - Sun Aug. 14" (2016 Birthplace of Route 66 Festival). A "VIEW ALL" button is located at the bottom right of the event listings.

Effective Design Examples: Springfield, MO

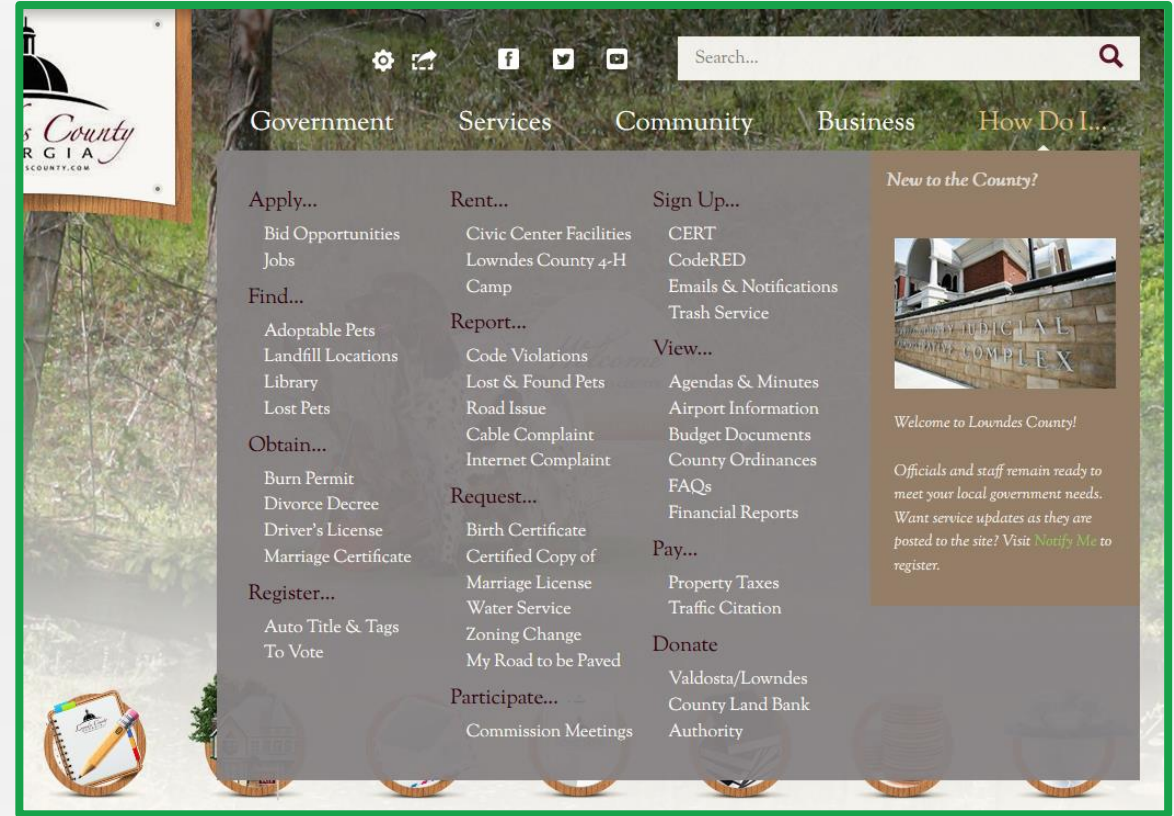
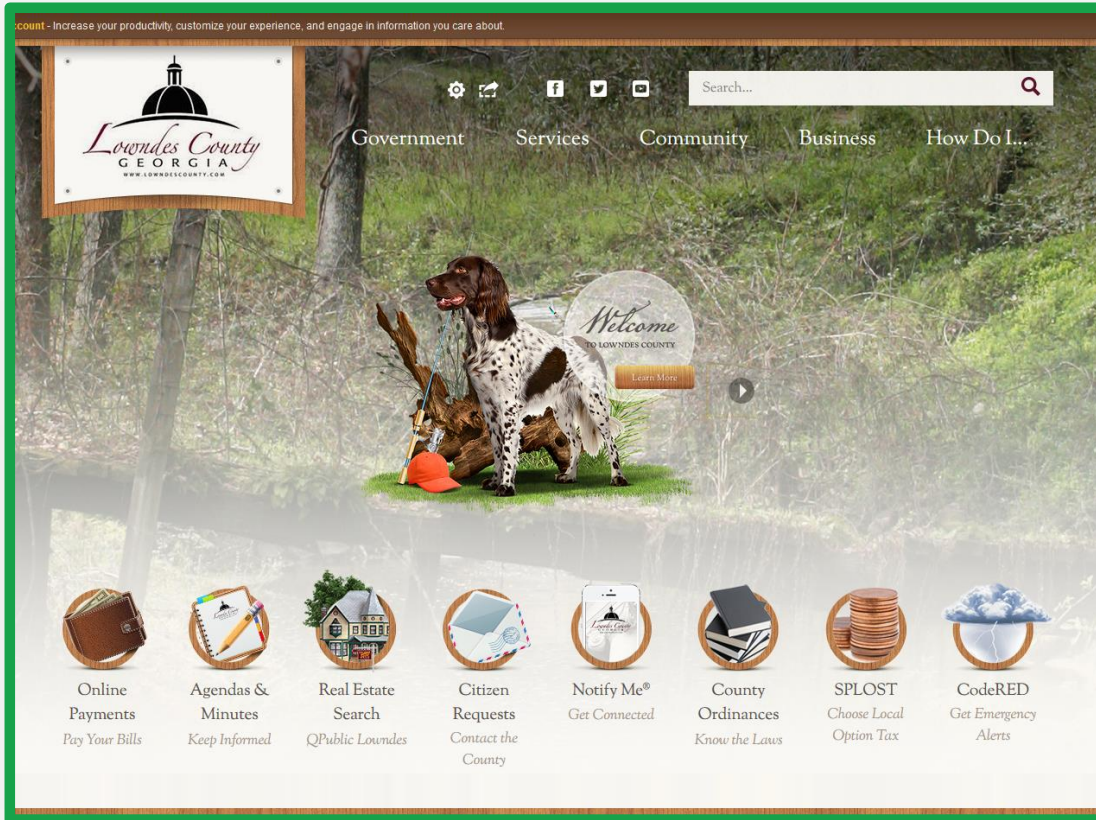
springfieldmo.gov

The screenshot shows the homepage of the City of Springfield website. The top navigation bar includes links for GOVERNMENT, SERVICES, BUSINESS & DEVELOPMENT, DISCOVER SPRINGFIELD, HOW DO I..., and EMPLOYEES. The main header features the City of Springfield logo, a search bar, and social media icons for Facebook, Twitter, YouTube, and Instagram. A large banner image shows a woman and a child. Below the banner is a blue bar with four service links: FIND A JOB (View Available Openings), REPORT A CONCERN (How Can We Help?), SHARE YOUR IDEAS (We Want To Hear From You!), and NOTIFY ME (Receive E-mail Updates). The main content area is titled "LATEST NEWS & VIDEO" and features a "CITY COUNCIL" section with a video thumbnail.

The screenshot shows the homepage of The Park Springfield-Greene County Park Board website. The top navigation bar includes links for PARKS & FACILITIES, SPORTS & RECREATION, EVENTS, SPARC & YOUTH PROGRAMS, and ABOUT US. The main header features the 100th Anniversary logo for The Park Springfield-Greene County Park Board, a search bar, and social media icons. A large banner image shows a golfer on a green with a "Jr Golf Program 17 and Under" sign. Below the banner is a blue bar with four service links: RENT A FACILITY (Make a Reservation), REGISTER NOW (See Online Program Offerings), JOBS (View Available Openings), and SCHOLARSHIPS (Apply for a Scholarship). The main content area is titled "UPCOMING EVENTS" and "LATEST NEWS" with a "aquathon" logo and a video thumbnail.

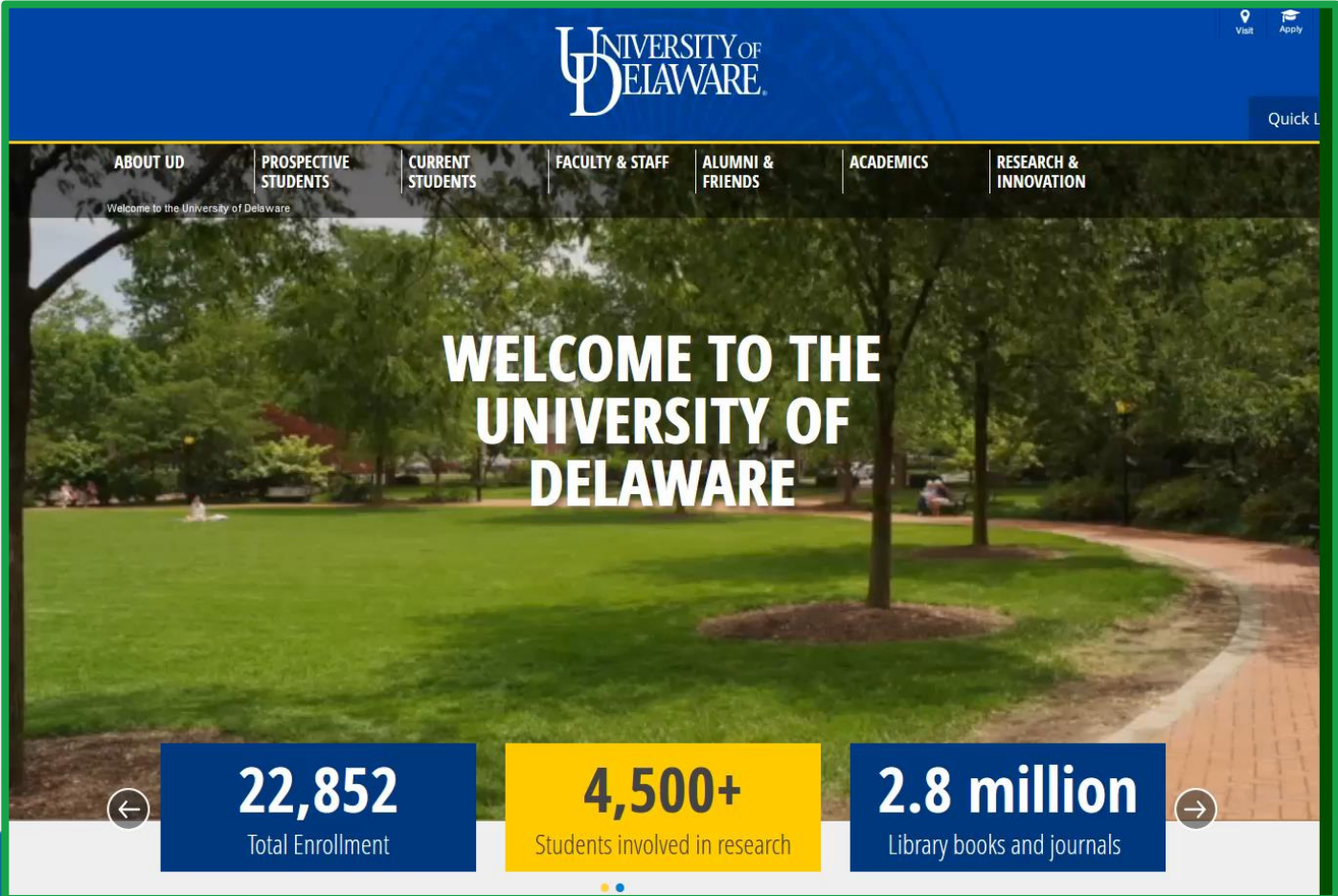
Effective Design Examples : Lowndes County, GA

lowndescounty.com



Designs we liked: University of Delaware

udel.gov



Next Step: Input from you

- ▶ What unique features would you like to see on the City of Newark Website?
- ▶ What information or functionality would you like to see on the City of Newark homepage?

Project Timeline

- ▶ **Phase One: July**
 - ▶ Meet with Website Design Firm
- ▶ **Phase Two: August**
 - ▶ Review initial design and request revisions
- ▶ **Phase Three: September**
 - ▶ Final Design Approval
- ▶ **Website Launch: End of October**

Questions?

Current Logo

- ▶ The logo was not designed to be infinitely scalable



Logo Concepts for Discussion



Logo Concepts for Discussion



Logo Concepts for Discussion

CITY OF
NEWARK
COMMITTED TO SERVICE EXCELLENCE



CITY OF
NEWARK
COMMITTED TO SERVICE EXCELLENCE

NEWARK 


Other Municipal Logo Designs



Questions for Logo Development Discussion

- ▶ What three words would you use to describe the City of Newark?
- ▶ When you look at the current logo, what do you see?
- ▶ What are the major components that make Newark unique?
- ▶ What imagery do you associate with, “Committed to Service Excellence”

Thank you for coming!
Your feedback is valuable and appreciated

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